

THE DESOTO COUNTY NEWS

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A business well advertised quickly secures its rightful place in public esteem and patronage.

It is positive assurance that the conductors of such business intend to keep in the front rank of progression.

They recognize the fact that advertising is the first aid to business.

They are not content with declaring: "Why everybody knows me and what I have to sell," but realize if trade is to be gained the public mind must be informed.

Not in a spasmodic manner, but constantly.

Store news has a value which appeals to the practical side of the reader. If a saving can be made he wants to know it, and there is only one way to tell the story—by advertising.

RECOGNIZE RESOURCES.

The following item is taken from the Fort Pierce News, and is republished to show what can be accomplished in Florida, and what should be done in order that self-maintenance may be perfected:

"The first load of hay brought to Fort Pierce was hauled by G. E. Dutton, of White City, and sold to Mrs. Thompson, for her horse. Until a few years ago it was not thought practicable to raise hay in this part of the country, but now all the farmers at White City and in the Ten Mile Creek section raise their own hay and are beginning to sell it. This hay is far superior to the baled hay that is shipped in here."

That many Florida farmers are now putting up hay for their use is a hopeful mark of progress, and this work should be continued until the supply is sufficient to discourage shipment of hay from abroad.

Not only hay, but every other thing possible of production should be raised at home. It is in this manner that a people become enriched.

When the money of a state is used to purchase abroad supplies that may well be produced at home then it is that the workers exhaust their resources without benefit to themselves, while the result of their labor is an important factor in the enrichment of those who have no personal interest in the welfare of their customers.

Take notice of your advantages and work for their development.

Is it not an easier matter than to work for the prosperity of those who would draw dollars away forever?

Here is a suggestion of unusual smoothness. The Apalachicola Times says: "Those Florida politicians who found such marvelous sugarcane in the Florida Everglades, may suggest syrup instead of sugar for the approaching campaign. 'Rah for a syrup platform.'"

COST OF LIVING.

Atlanta Journal: The cost of living in these United States of America seems to be steadily increasing. A statement recently issued by the bureau of commerce and labor says that for the year 1904 the cost of living was in excess of any previous year in the history of the country.

The year 1896 was the only year for a number of years, according to the statement of the department's statisticians, in which the cost of living did not show an increase. In 1890 the average cost per family was \$318.20. In 1896 it was \$296.76. In 1904 it was \$347.10, an increase of more than \$50 over 1896, and an increase of about \$25 over 1890.

This general increase has not as a rule gone hand in hand with an increase in the price of farm produce, or the price of labor.

TRUST AND TARIFF.

It appears that the trust evil has grown to such proportions that its power for public harm can no longer be set aside, while at the same time the fact is thrust upon public notice that an unjust tariff is responsible for the trust.

In a rather remarkable address delivered last week, President Simmons of the Fourth National Bank of New York thus treats of the trust beneficiaries of the tariff:

"I admit that we must have a tariff, and that under exceptional circumstances it may be even justifiable to make it protect an industry, but I hold that no tariff is justified that has not for its sole aim the advantages or the necessities of our country in its entirety. The man who imposes a duty, or leads another, with or without a bribe, to impose a duty, in order to fill his pockets, is dishonest, and all the more baneful in his dishonesty because he extracts his plunder, without danger to himself, from the pockets of those who cannot resist. He does the deed of a highwayman with the air of a saint."

TOO LATE, IT'S GONE.

Wonder what J. M. Barrs wants for that 30 cents an acre government land that he bought from Governor Jennings? We would like to invest about 30 cents in an acre if there is any more for sale.—Orlando Star.

Too late. What Barrs didn't get at 30 cents was sold by Arthur Williams to a turpentine operator on speculation.—True Democrat.

The Atlanta Journal has discovered the following truth: "A statesman is a man who has an office, and a politician is a man who wants an office."

"Florida wants more such men and benefactors as Henry M. Flagler, John B. Stetson and a few others. They are spending their money in the State, giving employment to thousands of our people," says the DeLand Record. More of that class are wanted, but the experience of the two mentioned resembles a path of thorns in which few capitalists care to tread.

"Is Florida's Railroad Commission sawing wood? Haven't heard from these gentlemen lately," is the plaintive query of the Apalachicola Times. Likely doing nothing harder than drawing salaries. A suggestion of work, however, would be to order a new station building at Arcadia, thus getting rid of a structure that is a disgrace to the city.

The DeFuniak Breeze thinks on account of the revelations concerning the insurance companies that if the Florida legislature were in session now Gov. Broward's insurance bill "would go through with a rush." Then it is a fortunate circumstance that the legislature is not in session, as the people are fully burdened with trouble.

Evidence of prosperity in two great Florida papers, whose growth is astonishing, and would have been past belief a few years ago, are the improvements and expenditures of the Jacksonville Metropolis and the Tampa Tribune. The Tribune will soon be installed in its own building, which cost \$25,000, while the Metropolis is now putting in a costly press, that will print 25,000 papers an hour.

Here is where the True Democrat turns on the searchlight: "For the entire four years of the incumbency of the late Hon. Wm. H. Reynolds as Comptroller, the annual reports of that official aggregated 353 pages; for the ensuing four years, under Comptroller Croom, the annual reports aggregated 1,642 pages, an increase of more than 362 per cent in this single item of official printing. This enormous mass of badly-executed work was not made necessary by any abnormal increase in the transactions of the office, but bears all the earmarks of a 'put-up job,' to make unlawful gain out of the people, and could not have been possible under the administration of such a man as Reynolds. Is it any wonder that the belief generally prevailed that the Comptroller and the State printer were unitedly interested in a miserable scheme to extract the people's money from the State treasury for an unnecessarily exaggerated mass of slouchy work?"

TIPS FROM THE COMMONER.
Speaking of the Loomis-Bowen controversy, the asphalt trust has not said a word lately.

It will be noted that Mr. Loomis is not the first eminent gentleman connected with the present administration who retires upon his vindication.

"Put your thoughts on the higher things of life," says Mr. Rockefeller. Yes, and let Mr. Rockefeller secure all the oil holes punched in the lower.

It is a mighty mean man who begrudges Mr. Thomas W. Lawson the nice little vindication he is now wearing.

Hall Caine says he is not going to write a book about American millionaires. That is good news as far as it goes.

The press humorists will meet in Philadelphia next year. By that time "Boss" Durham may be able to see the point.

Senator Foraker's ideas about rate making were doubtless formed while assisting in drawing up some republican tariff schedules.

There is no use to worry about those convicted Chicago packers not having enough money left to purchase their winter supply of coal.

President McCall "thanks God" he did, and a few men applauded him. Other men have been sent to jail for misappropriating trust money.

President McCall declares he is not a millionaire. Perhaps some determined defender of "honor" is spending Mr. McCall's money unbeknown to him.

READY FOR FALL BUSINESS

Never in the history of our business have we been in so good a position to say this as now. Stock complete in every department. Everything for men, women and children that is most stylish, desirable and worthy is now here awaiting inspection. We have brought out this season the largest stock we have ever owned, and the kind that will fill every demand. Infinite care has been taken to secure the best at the lowest prices. By being well posted on the conditions of the markets, the great bulk of our purchases was made before the advance in prices. Fortified with the low prices at which we have bought it will be an easy fight to please you both in quality and price.

Dress Goods, Cloaks, Skirts

We are offering the finest weaves in the most beautiful colors, such as Panamas, Venetians, Serges, Granites, Prunella Mohairs and Sicilians, Cravennettes, Silk Warp Eolennes, India Twills, Etc.

A large assortment of Ready-made Skirts, also Children's Misses and Ladies' Jackets—both medium and long. Mail orders will receive most careful attention. Write for a line of samples.

CLOTHING, SHOES and FURNISHINGS. Our stock was never larger and more complete in this line. Select a fall suit and proclaim your up-to-datedness, and do it now. Don't be one of the lag-behinds. Come out in new clothes in time to wear the late styles before every other man has appeared in a new suit.

Shoes

Just received a complete and well selected stock. We can suit you and we allow no one to give better values. We carry the well advertised lines, such as Crossett and Star Brand. "None better made."

Complete line Hardware, Staple and Fancy Groceries, Hay and Grain. Yours for business,

ARCADIA MERCANTILE CO.

Cheated Death.

Kidney trouble often ends fatally, but by choosing the right medicine E. H. Wolfe, of Bear Grove, Iowa, cheated death. He says: "Two years ago I had Kidney Trouble which caused me great pain, suffering and anxiety, but I took Electric Bitters which effected a complete cure. I have also found them of great benefit in general debility and nerve trouble, and keep them constantly on hand since, as I find they have no equal." Ed Greene, druggist, guarantees them at 50c.

Now that it is no longer "headquarters of the nation" perhaps Oyster Bay will emulate the clam.

The Washington Post says that Secretary Shaw is airing his presidential boom. Hot airing, it, of course?

A Daredevil Ride

Often ends in a sad accident. To heal accidental injuries, use Bucklen's Arnica Salve. "A deep wound in my foot, from an accident," writes Theodore Schuele, of Columbus, O., "caused me great pain. Physicians were helpless, but Bucklen's Arnica Salve quickly healed it." Soothes and heals burns like magic, 25c at Ed Greene's druggist.

THE BEST STORE
IN ARCADIA

PERRY C. BROWN

has added to his tailoring business a full and complete line of

MENS' AND BOYS'

Furnishings

including standard makes of

Mens' Ready-to-wear
Suits and PantsBoys' Ready-to-wear
Suits and Pants

Shirts, Shoes, Hats, Underwear
Each Article Guaranteed.

You know what my guarantee is
worth

One Hundred
Cents on the \$

See My Fall Line of Tailoring Samples

GOOD PRINTING
IS APPRECIATED BY ALL. TRY US

SUBSCRIBE FOR THE NEWS.

Now Build Your Fences;

BARBED WIRE \$2.65
A Roll - - -

Just Received a Car Load

Arcadia
Hardware Co.